

### Task 3: Dashboard Creation - Summary Report

Internship: CodTech – Data Analysis Track

Task: E-Commerce Dashboard Development

Dashboard Title: MADHAV ECOMMERCE SALES DASHBOARD

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#### Objective:

The goal of this task was to create a visually interactive and insightful dashboard based on E-commerce sales data. The dashboard helps in understanding key business metrics such as profit trends, sales distribution by region, customer behavior, and preferred payment modes.

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#### Key Dashboard Insights:

##### 1. Profit by Month

- Highest profits were observed in **March** and **April**.
- Low points were seen in **July** and **September**.

##### 2. Sum of Profit by Sub-Category

- Top-performing sub-categories include **Printers**, **Bookcases**, and **Sarees**.

##### 3. Sum of Amount by State

- Major contributors to sales revenue:
  - **Maharashtra**
  - **Madhya Pradesh**
  - **Delhi**
  - **Uttar Pradesh**

##### 4. Sum of Quantity by Category

- **Clothing** dominates sales with **62.62%** share, followed by Electronics and Furniture.

##### 5. Sum of Quantity by Payment Mode

- Preferred payment modes:
  - **COD (Cash on Delivery)** – 43.74%
  - **UPI** – 20.61%
  - **Debit/Credit Cards**, EMI

##### 6. Sum of Amount by Customer Name

- Top customers include **Harivansh**, **Madhav**, and **Madan Mohan**.
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#### Summary Cards:

- **Total Sales Amount:** 438K
  - **Sum of Average Order Value (AOV):** 121K
  - **Total Profit:** 37K
  - **Total Quantity Sold:** 5615
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#### Filters Available:

- **Quarter Selection (Q1, Q2, Q3, Q4)**
- **State-Wise Filter** for deeper insights